

Message Text

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ACTION EB-07

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FM AMEMBASSY SAN SALVADOR

TO SECSTATE WASHDC 7673

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EO 11652: N/A

TAGS: BGEN EAIR ES

SUBJ: TOURISM: MISS UNIVERSE CONTEST: REQUEST FOR AIRLINE SEATS

REF: SAN SALVADOR 4778 OF 4 DECEMBER 1974.

1. EL SALVADOR WILL HOST THE 1975 MISS UNIVERSE CONTEST JULY 19, 1975 IN SAN SALVADOR. PREPARATIONS ARE NOW BEING MADE FOR THE PAGEANT.

2. THE GOES THROUGH THE INSTITUTO SALVADORENO DE TURISMO HAS SIGNED A CONTRACT WITH MISS UNIVERSE, INC., A NEW YORK BASED COMMERCIAL FIRM, WHICH REQUIRES THAT ISTU MUST PROVIDE MAJOR FINANCING FOR PROJECT. THE GOES VIEWS HOSTING OF THE PAGEANT AS A MAJOR OPPORTUNITY TO PROMOTE EL SALVADOR AS AN ATTRACTIVE DESTINATION FOR TOURISTS. ISTU BELIEVES THE FREE WORLD-WIDE PUBLICITY THE CONTEST WILL REAP WARRANTS THE EXPENSES INVOLVED, BUT IS NONETHELESS TRYING TO MINIMIZE SUCH OUTLAYS.

3. THE GOES-MISS UNIVERSE CONTEST CONTRACT STATES IN PARAGRAPH 2 IN PART THAT "AS AN INDUCEMENT TO PAGEANT TO ENTER INTO THIS ARRANGEMENT, COUNTRY (EL SALVADOR) AGREES TO FURNISH TO PAGEANT, OR TO HAVE OTHERS FURNISH TO PAGEANT, WITHOUT EXPENSE TO PAGEANT, THE FOLLOWING: " UNDER WHICH THERE ARE 10 SUBPARAGRAPHS. SUBPARAGRAPH E) READS "ALL AIR TRANSPORTATION TO COUNTRY

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AND RETURN TO COUNTRY OF ORIGIN THROUGHOUT THE WORLD, AS DETAILED

BY PAGEANT, FOR CONTESTANTS, JUDGES, CHAPERONES AND PAGEANT PERSONNEL, NUMBERING IN THE AGGREGATE 175 PERSONS, PLUS ALL AIR FREIGHT, INCLUDING INSURANCE COVERAGE TO COUNTRY AND RETURN FOR ALL NECESSARY TELEVISION, AUDIO, V.T.R., MICROWAVE AND OTHER TECHNICAL EQUIPMENT REQUIRED FOR THE TELECAST. TRANSPORTATION OF JUDGES, TALENT, PAGEANT STAFF AND PRODUCTION PERSONNEL SHALL BE FIRST CLASS."

4. ISTU HAS APPROACHED PAN AMERICAN AIRWAYS IN NEW YORK REQUESTING 175 COMPLIMENTARY TICKETS FOR CONTESTANTS AND OTHERS FROM NEAREST POINTS OF PAA SERVICE TO EL SALVADOR AND RETURN. PAA WOULD THEN BE DESIGNATED AS OFFICIAL AIRLINES FOR MISS UNIVERSE 1975. ISTU BELIEVES THAT PAA HAS APPROACHED CAB WITH REQUEST, WHICH IS OVER AND ABOVE YEARLY 200 SEAT TOURISM ALLOTMENT. ECONOMIC COUNSELOR OF SALVADORAN EMBASSY IN WASHINGTON REPORTEDLY ALSO MET WITH CAB MARCH 14 TRANSMITTING OFFICIAL GOES REQUEST FOR PAGEANT CONNECTED ONE TIME ALLOTMENT OF 175 SEATS. SALVADORAN FOREIGN MINISTER RAISED REQUEST WITH AMBASSADOR RECENTLY AND DIRECTOR GENERAL OF ISTU SUBSEQUENTLY DISCUSSED IT WITH EMBOFF.

5. AS GOES IS COMMITTED TO PROVIDING AIR TRANSPORTATION FOR MISS UNIVERSE PAGEANT, CAB APPROVAL OF REQUEST WOULD SAVE GOVERNMENT BETWEEN US\$240,000 AND US\$300,000. TOTAL COSTS TO GOES, INCLUDING THIS TRANSPORTATION ARE ESTIMATED AT US\$1,440,000.

6. EMBASSY BELIEVES \$1.4 MILLION ESTIMATE IS LOW. SAVINGS TO GOES SHOULD CAB APPROVE ABOVE REQUEST WOULD NONETHELESS BE SUBSTANTIAL. FYI: IN CONVERSATION WITH EMBOFF LOCAL PAA STATION MANAGER CONFIDENTIALLY STATED HE HAS RECOMMENDED AGAINST PAA APPROVAL OF CAB REQUEST, AS TIMING OF PAGEANT IS MID-TOURIST SEASON WITH ADDED COMMERCIAL DEMAND FOR SEATS TO AND FROM SALEABLE SEATS. HE ALSO CONSIDERES MISS UNIVERSE A COMMERCIAL NOT PROMOTIONAL VENTURE. FINAL PAA DECISION WILL PRESUMABLY BE MADE AT THEIR HQ IN NEW YORK.
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